(c) Any other category of newspapers/ journals/publications which Government may consider from time to time appropriate for bonafide reasons.

(d) House journals, news magazines and souvenirs will not ordinarily be used for Government advertisements.

4. The DAVP will use newspapers/journals with a minimum paid circulation of not less than 2,000 copies. Relaxations, however, may be made in the case of the following:

(a) Specialised/scientific technical journals with a paid circulation of 500 copies per issue.

(b) Sanskrit newspapers/journals and newspapers/journals published in backward, border or remote areas or in tribal language or primarily meant for tribal readers and those published from J&K with a minimum paid circulation of 500 copies per issue.

5. Newspapers/journals should have an uninterrupted and regular publication for a period of not less than four months and should comply with the provisions of Press & Registrations of Books Act, 1867 before they qualify for consideration for placing Government advertisements. For quarterly journals, they have to bring out at least two issues before they are considered.

6. Newspapers/journals should have the following minimum print area to be acceptable for Government advertising:—

Periodicity	Print area not less than
Dailies	760 std. col. cms.
Weeklies and Fortnightlies	480 sd. col. cms.
Monthlies and other periodicals	960 std. col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers/journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are, however, exempted from this requirement. The papers/ journals whose circulation is found to be incorrect/faulty will become ineligible for advertisements, besides any other action which Government may deem appropriate.

ADVERTISING RATE:

The rate-structure for Government advertisements will be worked out by DAVP on the basis of the principles enunciated above. The DAVP will enter into appropriate rate contracts with individual newspapers/ journals.

राजकोट दूरदर्शन केन्द्र में सम्पत्ति सहायक के पद का समाप्त किया जाना

1141. श्री चीमनभाई हरीभाई शुक्ला: क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि:

(क) क्या राजकोट दूरदर्शन केन्द्र स्वीकृत सम्पत्ति सहायक के पद को समाप्त करके उसे अहमदाबाद दूरदर्शन केन्द्र को स्थानांतरित कर दिया गया है; जहां ऐसे कई पद स्वीकृत हैं;

(ख) यदि हां, तो इसके कारण क्या है;

(ग) क्या सरकार को इस संबंध में कोई अभ्यावेदन प्राप्त हुए हैं;

(घ) यदि हां, तो सरकार ने उन पर क्या कार्यवाही की है; और

(ङ) यदि नहीं, तो इसके क्या कारण है?

भागर विभागन मंत्री तथा सूचना और प्रसारण मंत्री (श्री सी.एम. इब्राहीम): (क) और (ख) जी, नहीं। चूंकि दूरदर्शन केन्द्र, राजकोट हेतु सम्पत्ति सहायक का कोई पद स्वीकृत नहीं किया गया है इसलिए पद की समाप्ति का प्रश्न ही नहीं उठता ।

(ग) से (ङ) जी, हां। दूरदर्शन केन्द्र, अहमदाबाद में तैनात एक सम्पत्ति सहायक ने दूरदर्शन केन्द्र, राजकोट में अपने स्थानान्तरण हेतु अभ्यावेदन दिया था। तथापि चूंकि दूरदर्शन केन्द्र, राजकोट में सम्पत्ति सहायक का कोई स्वीकृत पद नहीं था इसलिए उनके अभ्यावेदन पर विचार नहीं किया जा सका।

Proposal to Telecast T.V. Serials on Lord Buddha and Lord Jagannath

1142. SHRIMATI JAYANTI PATNAIK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have a proposal to telecast a T.V. serial on Lord Buddha and another on Lord Jagannath on the National Network of Delhi Doordarshan;

(b) whether the proposal has been pending since long;

(c) if so, the steps taken to consider the proposal; and

(d) the details thereof?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM): (a) to (d) Doordarshan has granted script approval in respect of a serial titled "BUDDHA TRAIL" received under New Sponsorship Scheme, 1990 from M/s. Chitra Utsav, Delhi. The producer has yet to modify the pilot for final decision by Doordarshan.

As regards the serial on Load Jagannath, one proposal titled "Mohan Jyoti" received from M/s. Biswajit Productions, Bikaner in March, 1996 was carefully considered and rejected in November, 1996 as it was not found suitable for telecast.

Criteria for selection of serials and ceiling on episodes

1143. SHRI SANJAY NIRUPAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the criteria for selecting serials and the limit of episodes on Doordarshan;

(b) whether it is a fact that serials like Junoon, Ajnabi, Sansar and Shriman Shrimati have been extended beyond the stipulated limit of episodes; and

(c) if so, the names of serials granted extension during the last two years and the reasons therefor?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM): (a) The selection of serials in different categories is made on the basis of their suitability and programme requirement of Doordarshan. As per the guidelines, the Selection Committee while granting approval to T.V. serial specifies the number of episodes which normally does not exceed 13 in case of DD-1 and 26 in case of DD-2. Extension beyond the specified number of episodes is granted by Director General, Doordarshan keeping in view the popularity of the serial, its commercial return, quality of production and the subject requirement, etc.

(b) Yes, Sir.

(c) The names of the T.V. serials granted extension during the last two years on DD-1 and DD-2 are given in the Statement.

Statement

List of Serials granted extension on DD-1 and DD-2

DD-1

1. Sansar
2. Neem Ka Ped
3. Alif Laila
4. Chandrakanta
5. Shanti
6. Junoon
7. Kanoon
8. Reporter
9. Sabka Malik Ek Hai
10. Imtihaan
11. Baap Se Bada Rupaiya
12. Ghutan
13. Women of India
14. Ajnabi
15. Swabhiman
16. Disney Adventures
17. Meri Awaz Suno
18. Good Morning India
19. Karamati
20. Ek Se Badkar Ek
21. Badla
22. Sukh Dukh
23. Tasveer
24. Wheel of Fortune
25. Dastane Hatim Tai
26. Zameen Aasman
27. Meri Pasand
28. P.A. Sahib